Research Proposal of the Thesis Entitled

Exploring the Relationship between LinkedIn Engagement and Professional Social Capital

Submitted for the award of the Degree Of

Doctor of Philosophy

by

Suresh Chavali
Enrolment No: 202302006

Under the guidance of

Dr. Tanmaya Kumar Mishra
Associate Professor

In the
Unitedworld Institute of Management

Karnavati University, Gandhinagar
November 2024

Exploring the Relationship between LinkedIn Engagement and Professional Social Capital

1. Introduction

Web social networks are essential for job advancement and establishing professional relationships in today's rapidly evolving digital environment. Among these platforms, LinkedIn is the favored option for professionals to establish connections and collaborate with professionals globally. Boasting an extensive worldwide membership of over 930 million individuals across over 200 countries, LinkedIn has emerged as an indispensable platform for professional growth and establishing professional connections. However, with the increasing number of professionals using LinkedIn, inquiries emerge surrounding its functionalities, user engagement levels, and the impact of these factors on the establishment of social relationships.

Social capital, defined as the network of contacts and interactions acquired by individuals, significantly contributes to enhancing careers, facilitating knowledge sharing, and advancing professionally. Comprehending the influence of LinkedIn's functionalities, user engagement levels, and the significance of AI-generated material on social relationships is crucial.

Comprehending this concept more effectively will enable professionals to optimize their use of LinkedIn, therefore providing them with a strategic advantage in their professional trajectories.

2. Review of Literature

The predominant research on the topic has primarily concentrated on the context of social networking platforms like Facebook and their role in constructing social capital, with comparatively less attention devoted to the examination of professional social networking applications. A comprehensive examination of literature pertaining to social networking

platforms, social capital, and personal branding was conducted. Critical examination of the literature provides valuable insights and exposes shortcomings in current knowledge.

(Tiwari et al., 2019) A significant positive relationship was observed between the utilization of social networking sites (SNS) in rural regions and the formation of online social capital that fosters bonding and bridging. Moreover, higher levels of utilization of social networking sites (SNS) yield greater effectiveness in creating and maintaining bridging social capital as opposed to bonding social capital.

(Munzel et al., 2018) The findings of the study indicated that the aspects of intimacy and the size of the network had a positive influence on well-being, facilitated by social capital. Moreover, the existence of bridging social capital, in contrast to bonding social capital, is associated with the process of incorporating new knowledge and experiences.

(Lampe et al., 2012) This study revealed that the development of social capital on Facebook is dependent on two essential elements: the maintenance of a varied network of relationships and the proactive engagement with them through focused communication.

(Nolan et al., 2015) Using a qualitative method, the study found that SNS use by adolescent mothers is positively associated with social capital (information) and enhance adolescent mothers' feelings of connectedness.

(Utz & Breuer, 2016) The informational gains indicated by users of LinkedIn or other professional social networking sites (SNS) were consistently higher than those reported by non-users. The informational advantages half a year later were predicted by the number of connections on the social networking site (SNS), and the significance of strong connections increased over time. A bidirectional correlation between strategic networking and informational advantages was discovered.

(Tian, 2016) In a qualitative study, the author found that SNS users on homogeneous and closed networks (Renren) have different expectations than users on heterogeneous and open

networks (Facebook) in terms of new information and support which led to developing different levels of bridging and bonding social capital in them.

(Zide et al., 2014) This article investigates the extent to which LinkedIn profiles are not completely supplanting conventional resumes. This data indicates that users are reluctant to fill out all areas, with sales and marketing professionals being more inclined than HR and I/O psychology workers to complete various aspects. Furthermore, men tend to provide a greater amount of personal information on their accounts compared to women.

(Phua et al., 2017) The study findings indicated that Twitter users tend to build diverse networks, connecting with a wide range of people, indicating the accumulation of bridging social capital, while Snapchat users primarily establish strong connections with close friends and family, reflecting bonding social capital. Additionally, the impact of social media on forming online connections and relationships was shaped by several factors, such as the frequency of use, levels of trust, relationship strength, similarities with others, privacy concerns, introversion, and tendencies towards social comparison. These findings shed light on the distinct dynamics of social capital accumulation and the multifaceted influences that determine the formation of online connections within different social networking platforms.

(Su & Chan, 2017) The study discovered that when people really liked the content they saw on Facebook, it indirectly influenced how well they connected with others online. Those who found the Facebook content highly desirable tended to use the communication features on Facebook more actively compared to others. The use of these features then influenced the level of social connections and relationships formed on Facebook.

(N. Ellison et al., 2021) This study examined public Facebook status updates to explore how individuals leverage their social network to acquire resources, with a specific emphasis on the notion of social capital. An analysis of 20,000 updates revealed 856 cases in which consumers actively sought a response from their network. These queries provided useful

perspectives on how Facebook enables the transformation of social capital.

(Valenzuela et al., 2009) The study finds that there is a positive relationship between Facebook use and social capital among college students in the US. However, the positive and significant associations between Facebook variables and social capital were small, suggesting that online social networks are not the most effective solution for youth disengagement from civic duty and democracy.

(Edwards et al., 2015) The study revealed that the presence of a profile image on LinkedIn significantly influences the other users' perception of a user's credibility and beauty. The presence of a profile image is associated with increased social attractiveness and competence in comparison to individuals who do not have a photo. This research underscores the need of comprehending the process by which individuals develop assessments regarding profiles on LinkedIn.

(Nikitkov & Sainty, 2014) The study revealed a significant and persistent correlation between the level of engagement on professional networking platforms like LinkedIn and indicators of professional achievement, which was not observed on non-professional platforms such as Facebook, Twitter, and MySpace. Furthermore, it emphasizes the significance of professionals maintaining and updating comprehensive LinkedIn profiles as a very effective method to broaden their professional network and periodically share information about their talents and achievements.

(Davis et al., 2020) The study's key conclusion is that LinkedIn is highly effective for professional networking and career self-management. Notably, the frequency of LinkedIn usage surpasses the significance of contact quantity, playing a pivotal role in reaping career-related benefits. In essence, active engagement and regular interactions on LinkedIn are instrumental in fostering professional growth and enhancing networking opportunities.

(Utz & Breuer, 2019) The study found that those who do more networking are more likely

to use LinkedIn. Networking is positively associated with active and passive use as well as with the number of strong and latent ties on LinkedIn.

(N. B. Ellison et al., 2014) The study explores how specific behaviors on SNSs, particularly Facebook, contribute to the development of social capital. It identifies key actions that predict gains in general and Facebook-specific bridging social capital. This work highlights the importance of actively managing networks through small, meaningful interactions, emphasizing that social capital isn't just about having connections but is nurtured through engaged relationship maintenance behaviors.

(Raza et al., 2017) The study explores how Facebook usage influences the development of social capital among Business University students in Karachi, Pakistan. It reveals that while Facebook significantly contributes to fostering bridging social connections among participants, facilitating convenient and cost-effective maintenance, its impact on forming and maintaining bonding social connections is comparatively lower.

(Khedher, 2015) The study finds that investing in the development of a personal brand, much like any other investor, results in returns in terms of human capital, social capital, and economic capital.

(Et. Al., 2021) The study discovered that job seekers find it helpful to build a personal brand on LinkedIn. Being active on the platform—having 100-500 diverse connections and regularly updating the profile—is seen as important. The study also highlights that ongoing interaction, like sharing interesting content and endorsing colleagues, is key for building a strong personal brand.

(Hoda et al., 2021) The study delves into lesser-explored SNS beyond Facebook, confirming the influence of SNS usage on social capital formation. It extends and validates social capital theory within SNS, shedding light on users' demographics and behaviors on LinkedIn. Like Facebook, LinkedIn usage positively impacts social capital, emphasizing SNS as a valuable

resource.

(Pawar et al., 2022) The study focuses on the growing significance of personal branding, particularly in professional contexts, emphasizing its role on LinkedIn. It explores how crafting a personal brand has become essential for individuals, transforming the way people are perceived and presented in business. In digital age, personal branding has gained immense importance, shaping how individuals connect with their audience. Understanding and cultivating a personal brand, especially on LinkedIn, contributes significantly to career advancement and networking opportunities.

(Joyce and Smith-Proulx 2016) The study focuses on how young professionals are shifting from conventional guidance sources towards a networked, social environment. They utilize various media and transmedia storytelling methods to build personal branding, attracting followers, connecting with peers, and networking with potential employers.

(Rui, 2018) This study investigates the perception of recommendations on LinkedIn. The evidence indicates that these suggestions prioritize enhancing one's public image and maintaining relationships rather than solely focusing on their professional abilities.

(Tifferet & Vilnai-Yavetz, 2018) The study investigates the relatively unexplored domain of LinkedIn profiles, uncovering shared characteristics and gender disparities in their representation. This statement underscores LinkedIn's emphasis on promoting oneself professionally while also permitting aspects of personal expression.

(Bareket-Bojmel et al., 2016) This study critically analyzes the way people portray themselves on social media platforms, particularly Facebook, and investigates the trends of self-approval and self-criticism in online conduct. This study reveals a correlation between individual goals, real-life online behavior, and the responses from the audience. Furthermore, it emphasizes how personalities, influenced by variables such as gender, age and aspirations for success, prefer to present themselves in distinct ways on the internet. Furthermore, the

study investigates the importance of social feedback, such as 'likes' and comments, in influencing how people portray themselves on the internet, highlighting the need of seeking positive social approval through these platforms.

(Chiang & Suen, 2015) This study investigates the importance of online professional profiles, namely on sites like LinkedIn, as indispensable instruments for individuals seeking employment. This article explores the role of these profiles as comprehensive collections of employment-related information and analyzes the difficulties job seekers encounter in effectively managing their online identities while upholding a uniform professional image. Salient factors such as profile summaries, professional experience, and educational backgrounds are examined for their influence on the process of finding employment.

(Peterson & Dover, 2014) This paper explores the significant influence of LinkedIn in enabling networking and job prospects for students. Analysis shows that students surpassed their connection expectations and successful obtained employment opportunities by utilizing the networking features of the platform, as demonstrated by receiving direct job offers from organizations such as Baxter and Walgreens. This highlights the importance of the platform in facilitating professional advancement, promoting its use by business students to maximize career development, while emphasizing its free basic account availability.

(Slone & Gaffney, 2016) This study sheds light on students' use of LinkedIn for professional presentations. It emphasizes the need for more targeted teaching approaches, suggesting activities that focus specifically on LinkedIn. An experiential learning task, evaluating candidate profiles, helped students grasp LinkedIn's practical aspects. The study recommends guiding profile creation in class and providing a checklist of key attributes to aid students in self-assessment and learning from successful professionals' profiles.

(Daniels & Dempsey, 2022) The study explores challenges faced by community college educators in guiding students to leverage LinkedIn effectively. Despite recognizing its

significance, educators lacking marketing expertise struggle to assist students in crafting impactful profiles. Through brief virtual presentations, the study suggests a potential solution, highlighting the need for further training. It emphasizes that merely setting up a profile isn't enough; students require guidance to portray their unique value. Encouraging faculty to focus on LinkedIn and providing innovative resources, such as career center support, to significantly aid students in creating impactful profiles

(Daniels et al., 2023) The study highlights a national trend where college students inadequately present themselves on LinkedIn for potential job opportunities. Profiles often lack key sections, fail to convey unique value propositions, contain subpar descriptions, or include significant writing errors. While colleges commonly assist in degree selection, this alone isn't sufficient for post-graduation success. To mitigate underemployment, colleges should prioritize teaching students effective self-marketing strategies, acknowledging it as an integral aspect of comprehensive job readiness.

(Cooper & Naatus, 2014) The study delves into LinkedIn's global growth and its relevance for professionals and students alike, emphasizing its value beyond job seeking. Integrating LinkedIn into business education is proposed to help students stand out in the job market. The article suggests using LinkedIn as an instructional tool to complement business topics in courses.

(Kim & Malek, 2018) The study identified drawbacks on Facebook and LinkedIn information, personal negativity, and social negativity. LinkedIn had three drawbacks, while perceived benefits on LinkedIn were associated with higher satisfaction, particularly in networking, mentoring, and sales. Surprisingly, students found no significant benefits but multiple drawbacks on Facebook, while perceiving several benefits without drawbacks on LinkedIn.

(Hofer & Aubert, 2013) The study examined how the number of followers and followees on

Twitter affects perceived online social capital. Results showed Twitter influenced more bridging than bonding social capital, indicating a preference for connecting broadly over deeply. Having more followees correlated with increased bridging social capital, allowing exposure to diverse opinions. However, many followers showed a limited positive impact on bonding social capital, suggesting too many followers might create emotional distance.

3. Problem Definition

1. **LinkedIn's unique contribution to professional social capital among experienced professionals:** While most current study focuses on the influence of LinkedIn on students who are looking for job opportunities, there is a lack of knowledge about how professionals, who have more than three years of experience, really see and use LinkedIn for the purpose of developing social capital.
2. **Underexplored AI-generated content role in personal branding on LinkedIn among experienced professionals:** Insufficient emphasis has been placed on comprehending the impact of AI-generated content in LinkedIn personal branding efforts, and how it aids in accumulation of social capital.
3. **Limited investigation of the impact of strategic personal branding on the development of social capital among professionals:** The existing literature on the function and influence of strategic personal branding strategies among professionals on LinkedIn in facilitating the accumulation of social capital is scarce.
4. **Examining the impact of LinkedIn features (LinkedIn learning, LinkedIn analytics, endorsements, and recommendations) on social capital:** While LinkedIn provides many features including LinkedIn learning, LinkedIn analytics, endorsements, and recommendations, there is a lack of comprehensive research on how these specific features actively contribute to the accumulation of social

capital among experienced professionals.

4. Research Questions

1. **Analyzing the influence of LinkedIn engagement on social capital accumulation:** Examine how LinkedIn engagement of professionals contributes to the accumulation of social capital.
2. **Assessing the role played by AI-generated content in personal branding strategies on LinkedIn that aid the accumulation of social capital:** Evaluate the role of AI-generated content in the personal branding measures of professionals on LinkedIn and how it aids in the accumulation of social capital.
3. **Evaluating the role of strategic personal branding in accumulation of social capital accumulation on LinkedIn:** Investigate the strategic personal branding strategies employed by professionals on LinkedIn, focusing on their perceived influence on the accumulation of social capital.
4. **Analyzing LinkedIn feature contributions to social capital among experienced professionals:** Investigate how experienced professionals utilize specific LinkedIn features such as LinkedIn learning, LinkedIn analytics, endorsements and recommendations. Analyze their perceived contributions to social capital formation, addressing the gap in understanding how these features are engaged by seasoned professionals and their impact on social capital enhancement.

5. Need and Significance of Study

Platforms such as LinkedIn have become crucial in the digitalized world for professional networking, career advancement, and personal branding. Despite the extensive usage of LinkedIn, there is a considerable amount of knowledge uncertainty on how LinkedIn engagement, the role played by AI-generated content on personal branding, the

relationship between strategic personal branding and social capital, and how certain LinkedIn features (LinkedIn Learning, Analytics, endorsements, and recommendations) facilitate the accumulation of social capital.

Need: Gaining a thorough understanding of how professionals increasingly depend on LinkedIn to grow and maintain their contact networks. The aim of this study is to reduce the current discrepancy by examining how LinkedIn effectively helps in formation of social capital.

Significance: The results obtained from this study could be significantly advantageous, not just for individuals aiming to enhance their use of LinkedIn but also for academics interested in the evolving role of social capital in our digital interactions.

6. Research Objectives

1. **To understand the influence of LinkedIn engagement on social capital accumulation:** The aim of this study is to understand how LinkedIn engagement contributes to the formation and accumulation of social capital on LinkedIn
2. **To understand the role played by AI-generated content in personal branding strategies on LinkedIn that aids the accumulation of social capital:** Evaluate the role of AI-generated content in the personal branding measures of professionals on LinkedIn and how it aids in the accumulation of social capital.
3. **To examine the relationship between strategic personal branding and social capital accumulation on LinkedIn:** The aim of this study is to understand how strategic personal branding impacts the accumulation of social capital.
4. **To examine the contribution of specific LinkedIn features on social capital accumulation:** The aim of this study is to examine the how LinkedIn features such as LinkedIn Learning Analytics, endorsements and recommendations aid the

accumulation of social capital.

7. Hypotheses

LinkedIn engagement and the accumulation of social capital:

- **H0:** There is no relationship between LinkedIn engagement and social capital accumulation among professionals.
- **H1:** There is a relationship between LinkedIn engagement and social capital accumulation among professionals.

Impact of AI-generated content on personal branding and social capital accumulation:

- **H0:** AI-generated content does not impact the personal branding strategies of professionals on LinkedIn and does not aid in the accumulation of social capital.
- **H1:** AI-generated content impacts the personal branding strategies of experienced on LinkedIn and aids in the accumulation of social capital.

Strategic personal branding and social capital formation:

- **H0:** Strategic personal branding does not contribute to social capital accumulation on LinkedIn.
- **H1:** Strategic personal branding contributes to social capital accumulation on LinkedIn.

LinkedIn features utilization and social capital formation:

- **H0:** Utilization of LinkedIn features (LinkedIn Learning, Analytics, endorsements, and recommendations) does not contribute to social capital accumulation.
- **H1:** Utilization of LinkedIn features (LinkedIn Learning, Analytics, endorsements, and recommendations) contribute to social capital accumulation.

8. Research Methodology

The study will adopt mixed-method research to comprehensively explore LinkedIn's impact on social capital. This approach combines quantitative data analysis from surveys and qualitative insights gathered through in-depth interviews.

- **Quantitative:** A survey instrument will be meticulously constructed to gather quantitative data. The survey will encompass Likert scale questions designed to gauge various facets of LinkedIn usage patterns, feature preferences, and the perceived impact on social capital accumulation among experienced professionals
- **Qualitative:** In-depth semi-structured interviews will be undertaken to delve into nuanced qualitative insights regarding user experiences, behaviors, and perceptions concerning LinkedIn's impact on social capital formation. These interviews will allow for a deeper exploration of individual perspectives, providing rich qualitative data that complements and enriches the quantitative findings.

9. Visible Research Outcomes

This study aims to deliver significant and practical insights into the use of LinkedIn by experienced professionals:

- **Linking engagement with social capital:** Through an analysis of the relationship between LinkedIn activity (such as publishing, connecting, and feature use) and the buildup of social capital, this study aims to offer valuable insights into the concrete advantages of active engagement on the platform.
- **Impact of AI- generated content on personal branding:** This study seeks to explore the impact of AI-generated content on personal branding techniques in LinkedIn profiles, assessing its efficacy in improving professional visibility and trustworthiness.

- **Strategic Personal Branding:** The study will examine the impact of strategic personal branding methods, such as effective use of professional headshots, comprehensive summaries, and regular engagement, on the development of social capital on LinkedIn.
- **Understanding LinkedIn feature utilization:** The study will underscore the ways in which experienced professionals employ LinkedIn functionalities, including endorsements, recommendations, and LinkedIn Learning, to establish and augment their social capital.

10.Scope and Limitations of the Study

This research aims to thoroughly examine LinkedIn's role in developing social capital among professionals with over three years of experience. It examines how LinkedIn engagement, the role played by AI-generated content on personal branding, the relationship between strategic personal branding and social capital, and how certain LinkedIn features facilitate the accumulation of social capital.

The study's scope can be constrained by factors such as the sample size and the dynamic nature of LinkedIn platform. Interpretation of qualitative data might be influenced by subjective biases, potentially impacting the outcomes. Self-reported data, while vital for understanding user perceptions, could introduce response biases, affecting the findings. Moreover, external factors and changes in LinkedIn's functionalities could influence both the study's scope and the interpretation of its findings over time.

References

Bareket-Bojmel, L., Moran, S., & Shahar, G. (2016). Strategic self-presentation on Facebook: Personal motives and audience response to online behavior. *Computers in Human Behavior, 55*, 788–795. https://doi.org/10.1016/j.chb.2015.10.033

Carmack, H. J., & Heiss, S. N. (2018). Using the Theory of Planned Behavior to predict college students' intent to use LinkedIn for job searches and professional networking. *Communication Studies, 69*(2), 145–160. https://doi.org/10.1080/10510974.2018.1424003

Chiang, J. K.-H., & Suen, H.-Y. (2015). Self-presentation and hiring recommendations in online communities: Lessons from LinkedIn. *Computers in Human Behavior, 48*, 516–524. https://doi.org/10.1016/j.chb.2015.02.017

Cooper, B., & Naatus, M. K. (2014). LinkedIn as a learning tool in business education. *American Journal of Business Education (AJBE, 7)*(4), 299–306. https://doi.org/10.19030/ajbe.v7i4.8815

Daniels, R. A., & Dempsey, M. (2022). Leveraging LinkedIn: How can educators help college students market themselves? *Community College Journal of Research and Practice, 46*(6), 444–447. https://doi.org/10.1080/10668926.2021.1919242

Daniels, R. A., Pemble, S. D., Allen, D., Lain, G., & Miller, L. A. (2023). LinkedIn blunders: A mixed method study of college students' profiles. *Community College Journal of Research and Practice, 47*(2), 90–105. https://doi.org/10.1080/10668926.2021.1944932

Davis, J., Wolff, H.-G., Forret, M. L., & Sullivan, S. E. (2020). Networking via LinkedIn: An examination of usage and career benefits. *Journal of Vocational Behavior, 118*, 103396. https://doi.org/10.1016/j.jvb.2020.103396

Edwards, C., Stoll, B., Faculak, N., & Karman, S. (2015). Social presence on LinkedIn: Perceived credibility and interpersonal attractiveness based on user profile picture. *Online Journal of Communication and Media Technologies, 5*(4). https://doi.org/10.29333/ojcmt/2528

Ellison, N. B., Vitak, J., Gray, R., & Lampe, C. (2014). Cultivating social resources on social network sites: Facebook relationship maintenance behaviors and their role in social capital processes. *Journal of Computer-Mediated Communication, 19*(4), 855–870. https://doi.org/10.1111/jcc4.12078

Ellison, N., Gray, R., Vitak, J., Lampe, C., & Fiore, A. (2021). Calling all Facebook friends: Exploring requests for help on Facebook. *Proceedings of the International AAAI Conference on Web and Social Media, 7*(1), 155–164. https://doi.org/10.1609/icwsm.v7i1.14436

Et. Al., A. B. (2021). Effect of personal branding efforts on job prospects of a LinkedIn user. *Information Technology in Industry, 9*(2), 323–332. https://doi.org/10.17762/itii.v9i2.350

Hoda, N., Gupta, S. L., Ahmad, M., & Gupta, U. (2021). Modelling the relationship between LinkedIn usage and social capital formation. *European Journal of Sustainable Development, 10*(1), 624. https://doi.org/10.14207/ejsd.2021.v10n1p624

Hofer, M., & Aubert, V. (2013). Perceived bridging and bonding social capital on Twitter: Differentiating between followers and followees. *Computers in Human Behavior, 29*(6), 2134–2142. https://doi.org/10.1016/j.chb.2013.04.038

Khedher, M. (2015). An inspiring resource for developing personal branding phenomena. *The Marketing Review, 15*(1), 117–131. https://doi.org/10.1362/146934715X14267608178802

Kim, W., & Malek, K. (2018). Social networking sites versus professional networking sites: Perceptions of hospitality students. *Journal of Human Resources in Hospitality & Tourism, 17*(2), 200–221. https://doi.org/10.1080/15332845.2017.1340763

Lampe, C., Vitak, J., Gray, R., & Ellison, N. (2012). Perceptions of Facebook's value as an information source. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, 3195–3204. https://doi.org/10.1145/2207676.2208739

Munzel, A., Galan, J.-P., & Meyer-Waarden, L. (2018). Getting by or getting ahead on social networking sites? The role of social capital in happiness and well-being. *International Journal of Electronic Commerce, 22*(2), 232–257. https://doi.org/10.1080/10864415.2018.1441723

Nikitkov, A., & Sainty, B. (2014). The role of social media in influencing career success. *International Journal of Accounting & Information Management, 22*(4), 273–294. https://doi.org/10.1108/IJAIM-02-2014-0009

Nolan, S., Hendricks, J., & Towell, A. (2015). Social networking sites (SNS); exploring their uses and associated value for adolescent mothers in Western Australia in terms of social support provision and building social capital. *Midwifery, 31*(9), 912–919. https://doi.org/10.1016/j.midw.2015.05.002

Pawar, A., Kusmiati, M., & Sundari, S. (2022). Building of online personal branding. *Journal of Business and Management INABA (JBMI, 1)*(1), 1–15. https://doi.org/10.56956/jbmi.v1i1.6

Peterson, R. M., & Dover, H. F. (2014). Building student networks with LinkedIn: The potential for connections, internships, and jobs. *Marketing Education Review, 24*(1), 15–20. https://doi.org/10.2753/MER1052-8008240102

Phua, J., Jin, S. V., & Kim, J. (Jay). (2017). Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior, 72,* 115–122. https://doi.org/10.1016/j.chb.2017.02.041

Raza, S. A., Qazi, W., & Umer, A. (2017). Facebook is a source of social capital building among university students: Evidence from a developing country. *Journal of Educational Computing Research, 55*(3), 295–322. https://doi.org/10.1177/0735633116667357

Rui, J. R. (2018). Objective evaluation or collective self-presentation: What people expect of LinkedIn recommendations. *Computers in Human Behavior, 89*, 121–128. https://doi.org/10.1016/j.chb.2018.07.025

Slone, A. R., & Gaffney, A. L. H. (2016). Assessing students' use of LinkedIn in a business and professional communication course. *Communication Teacher, 30*(4), 206–214. https://doi.org/10.1080/17404622.2016.1219043

Su, C. C., & Chan, N. K. (2017). Predicting social capital on Facebook: The implications of use intensity, perceived content desirability, and Facebook-enabled communication practices. *Computers in Human Behavior, 72*, 259–268. https://doi.org/10.1016/j.chb.2017.02.058

Tian, X. (2016). Network domains in social networking sites: Expectations, meanings, and social capital. *Information, Communication & Society, 19*(2), 188–202. https://doi.org/10.1080/1369118X.2015.1050051

Signature of the
Research Scholar

Signature of the
Research Supervisor